

REMARKS

Claims 1, 4-12, 14 and 15 are pending in this application.

By this Amendment, claims 1 and 12 are amended to recite additional features disclosed in the specification at, for example, Fig. 4. Reconsideration of the application is respectfully requested.

The Office Action rejects claims 1, 4-12, 14 and 15 under 35 U.S.C. §102(e) and §103(a) over U.S. Patent No. 6,876,348 to Murata et al. ("Murata"). These rejections are respectfully traversed.

Claim 1 is amended to clarify that the data-inversion signal is a signal that inverts signal phase of display data between a positive potential and a negative potential, and that the zero-data signal indicates that a potential equivalent to the fixed potential applied to a common electrode should be applied to the pixel electrode. Claim 12 is similarly amended. Murata does not disclose or suggest these additional features.

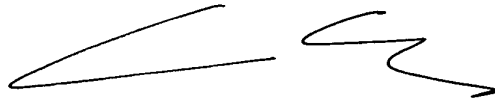
In particular, Murata discloses, in Fig. 5, that the potential of the counter voltage applied to the counter electrode 13 is inverted (i.e., not fixed) during SRAM drive. The phase of the voltage applied to the counter electrode 13 is the opposite of that applied to the pixel electrode 12. Murata does not disclose or suggest a zero-data signal that indicates that a potential equivalent to the fixed potential applied to a common electrode should be applied to the pixel electrode, as recited in claim 1, and similarly recited in claim 12.

For at least the above reason, Murata does not disclose or suggest the subject matter recited in claims 1 and 12, and claims 4-11, 14 and 15 depending therefrom. Accordingly, withdrawal of the rejection of claims 1, 4-12, 14 and 15 under 35 U.S.C. §102(e) and §103(a) is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1, 4-12, 14 and 15 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



James A. Oliff
Registration No. 27,075

Gang Luo
Registration No. 50,559

JAO:GXL/sqb

Attachment:
Request for Continued Examination

Date: March 23, 2006

OLIFF & BERRIDGE, PLC
P.O. Box 19928
Alexandria, Virginia 22320
Telephone: (703) 836-6400

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